



Health Promotion Zones (HPZ)

A guide for pharmacies

Principles for the Health Promotion Zone

- It should be a clearly defined area
- A HPZ can be a display board, wall, table, window or a whole area of the pharmacy
- If your HPZ is an actual area of the pharmacy consider also including;
 - Information on HLP pharmacies-what they are
 - A brief description of all services offered & mug shots / roles of pharmacy staff
- The HPZ should be non promotional-keep pharmacy products off the display except where very relevant
- Remember to include the current public health & national campaigns
- As well as your designated HPZ keep a stock of leaflets on healthy lifestyles-diet, exercise, smoking and alcohol etc for handing out with conversations/during MUR&NMS consultations and if providing blood pressure and cholesterol/diabetes testing

Displays

- Try to stick to a single theme/topic/campaign each time
- Consider a typed header to emphasise the promotion
- Keep it neat and tidy using leaflet and poster holders and by tidying up regularly
- Consider laminating things to make them more robust
- Stick to typed materials as they look more professional
- Try not to clutter the display with irrelevant material
- Make it interesting and eye catching
- Think of additional materials you can use for impact –coloured card/table cloths/tar cubes/ empty bottles/balloons and other accessories
- Plan your promotions ahead to give adequate time for the ordering of leaflets/posters etc

Resources

- Must be from credible sources-the websites listed on your website resource guide are from recognised organisations
- Contact local organisations to see if they have any available resources i.e. the smoking service/drug and alcohol teams/sexual health services
- Consider local leaflets/posters
- Consider disabilities-large print versions/easy to read-for customers with learning difficulties
- Consider your population-do you need leaflets /posters in other languages i.e. Polish/Urdu
- Downloadable resources look best printed in colour
- Mini leaflets are useful for people picking up
- Give out leaflets as part of conversations-this is a much better use of the resources
- Check resources on a regular basis to make sure they are still in date
- Make use of the resource library if you have one in your area
- When changing the display retain the resources for further use

Most importantly, have fun putting it together and remember to keep a record of your displays as evidence for your HLP accreditation